



# HUMAN RESOURCE MANAGEMENT

"Creative and Design Thinkers"

COURSE FINAL OUTPUT - MGT1106

PREPRINT

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JANUARY - MAY 2023

## Human Resource Manpower Plan for Decal Republic Bulacan

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## Overview of the Business

One of the largest automobile stores to have been established in the Philippines is Decal Republic, one of Metro Manila's leading car-wrapping and sticker-focused businesses with additional locations in other provinces. Since 1994, Decal Republic has been a player in the sticker and decal market. Employing the most recent materials and technology, it has been one of the top cars wrapping businesses to recreate your side.

The registered business that the group has selected is Decal Republic Bulacan (see Appendix D.), which is located in Bagbaguin, Sta. Maria, Bulacan, owned by Mr. Ernest Barbajera which is established since October 30, 2022. Decal Republic Bulacan offers services specifically: car wrap, dechroming, panoramic roof film, headlight/taillight film, custom decals/ stickers, car graphics, customized car plates, vehicle branding, side body decals, hood emblems, paint protection film, carbon fiber sticker, wheels plastid. The shop offers wrapping services for many types of automobiles, including cars, motorcycles, and bikes/scooters.

## Introduction

In the Philippines, human resource management is based on a complex system of indigenous core values that emphasize social acceptance within the constraints of the economic and political environment (Selmer & De Leon, 2001)<sup>i</sup>. According to the laws of the Philippines, the state shall be the one to grant protection and promote fairness when it comes to employment and labor for everyone in the Philippines. Though there are still a lot of legal issues, the country is moving forward staying true to its promise and helping alleviate the hardships of its people.

Human behavior in organizations was a neglected issue in the 1950s as companies concentrated on work simplification and methods

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improvement. In the 1970s, personnel management was still rated low in the priorities of organizations, frequently only functioning as a subunit of the finance or the manufacturing department. Recently, many companies have started to reassess their corporate philosophies (Selmer & De Leon, 2001). The state of HR management in the Philippines is not very optimistic as few firms place the necessary resources to improve this core system of an organization. Currently, the HR department of most firms, even the large corporation in the Philippines consists of very small teams of professionals. Said professionals are also not optimistic for the future of the HR department in their firms.

The purpose of this study is to analyze and give recommendations about the HR strategy utilized by Decal Republic Bulacan. Decal Republic itself is a longstanding business but Decal Republic Bulacan is a recently opened branch. As a newly opened branch, it may encounter a variety of difficulties when it comes to manpower. These difficulties may be in the form of unskilled employees, problems in workplace communication, and being unable to keep good employees from resigning. In this paper, we will discuss the current and possible HR framework that Decal Republic Bulacan may use to improve the overall HR situation of the business.

The purpose of this paper shall respond to the following queries:

1. How does its HR department handle the recruitments, training, and management of its employees?
2. What are the incentives and benefits that Decal Republic Bulacan gives to their employees to keep them motivated?
3. What is the state of the workplace relationship in Decal Republic Bulacan?

## Staffing Management

Staffing management, at its core, is described as the strategy used by a firm in order to find, obtain, and hold on to their desired

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employees (Ployhart, 2006)<sup>ii</sup>. It is a perpetual process that would always be ongoing as long as a company stays in business, yet it is also one of the most integral yet neglected department within a firm. Staffing management is the bread and butter of a firm's HR department, the one that manage all the necessary process which involves the hiring and management of the employees for every other department in the firm.

## A. Staff Acquisition and Selection

Staff acquisition is the process of obtaining the desired workforce for a particular job (*Staff Acquisition*, n.d.)<sup>iii</sup>. This process encompasses the entire process of recruitment that the HR department of a firm would undergo to find the most suitable employee for the job. The HR depart would compile the requirements they need from an employee before making a general offer that would be distributed through various sources.

According to Ernest Barbajera, one of the owners of Decal Republic Bulacan, their main strategy for finding and hiring new employees is through the use of their shop's social media accounts. In their Facebook page, they would post a recruitment poster where the necessary details for the job are all included. These details include the job description, the requirements needed by the applicant, instructions of how and where to send their resume, and the contact information of the person in charge of recruitment. Due to the nature of the jobs available in Decal Republic Bulacan, where they must work with sensitive customers and high-end luxury cars such as Ferraris, the applicants they seek are those who already have high degree of skill in their trade. The minimum requirements they have is that potential employees must have several hands-on experiences with wrapping projects.

## B. Resource Calendars

A resource calendar is a system put in place in order to allow a team of workers to know whether a job plan can be accomplished by showing which members are available for work. The main use of the resource calendar is to allow managers to properly assign the appropriate number and more importantly, the right people for a job (Lockhart, 2023)<sup>iv</sup>. In a business, a resource calendar is an essential

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tool for optimization of the workflow in the workplace, it is what allows managers to know who is available to be assigned to specific jobs for a job order or a project for maximum efficiency.

According to Mr. Ernest, Decal Republic Bulacan implements the use of a resource calendar (see Appendix A) for their business. They make use of the calendar to keep track of their projects and help them in assigning which ever worker would be assigned to each project.

Below is a sample of Decal Republic Bulacan's Resource Calendar:

April 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26 Hi-ace Roof	27 Off	28 Subaru door handle	29 Honda jazz bumper	30 Vios hood	31 Lancer grill	April 1 Wigo roof protection
2 Avanza grill	3 Off	4 Expander hood	5 Mirage door handle	6 Fortune r foglamps	7 Jazz mag printing	8 Altis headlight smoke film
9 Nmax bangka	10 Off	11 Spresso mags paint	12 Montero rear grill	13 Veloz Chin	14 Chevrolet hood	15 Vios trunk
16 Ford mags painting	17 Off	18 Geely roof white top	19 Crv blacktop	20 Crosswind Sidemirror	21 Fortune r roof protection	22 Vigo Hood
23	24	25	26	27	28	29

Fortune r mags paintin g	Off	Avanza roof protecti on	Civic hood	Mustan g hood	Monter o grill	Mazda Sideskir t
30 Wigo trunk	May 1 Off	2 Raize roof protecti on	3 Raize doorhan dle	4 Monter o full chrome delete	5 Fortune r foglamps	6 Accent Roof

*Table 1.1 Resource Calendar*

## C. Training and Talent Management

Training management is the process of a firm giving their employees training in order to acquire the necessary skills for their jobs. Talent management is the system in place so that a firm would be able to hold on to gather and hold on to skilled employees (Valamis, 2023)<sup>v</sup>. For firms, training is a form of investment for the organization, they train employees in order to obtain skilled workers that would help the company in the long run. Talent management on the other hand mainly takes the form of programs or unions that would help the firm hold on to their employees by improving the quality of their work environment.

According to Mr. Ernest, their employees do undertake training with a minimum of a month after they are hired. Due to the delicate nature of their projects, the employees they hire must already have prior experience as such the training time are mostly to get used to the day-to-day operation and how the system of the workplace environment work.

## D. Development

Implementing career paths may also have a direct impact on the entire organization by improving morale, career satisfaction, motivation, productivity, and responsiveness in meeting departmental and organizational objectives. A career development path offers



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employees with a continuous mechanism to improve their skills and knowledge that can lead to mastery of their current jobs, promotions, and transfers to new or different positions (Developing Employee Career Paths and Ladders, n.d.)<sup>vi</sup>.

According to Mr. Ernest, their business does support career development, this is most prevalent in the managerial jobs in the firm. Their employees that are up for promotion are given additional training as well as gradually being entrusted with important responsibilities. Mr. Ernest's right hand man in the firm can be trusted to smoothly operate the business even when Mr. Ernest himself is away.

## E. Performance Reviews

In a formal evaluation known as a performance review, a manager assesses an employee's job performance, recognizes strengths and problems, provides criticism, and establishes goals for future performance. During a performance review, a management and employee have a two-way, one-on-one discussion about how their work has affected them, how they can improve, and how they can advance (Pernicek, 2021)<sup>vii</sup>. Effective managers may more quickly identify outstanding performers, address problems before they become intractable, convey expectations, promote growth and development, and increase employee engagement.

Based on our conversation with Mr. Ernest Barbajera, they give their employees at least weekly pep talks and use client feedback to evaluate the workers' performance. When they have customers, Mr. Ernest is also present at the business to further inspect the staff's work. They take their time and concentrate on providing their clients with high-quality services. If required, Mr. Ernest would probably assist their employees in correctly completing the task. He claimed that, on the whole, their clients do a decent job and provide great reviews.

## F. Recognition and Rewards





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A money bonus or a letter of praise are both examples of this. In order to inspire employees and keep them interested in their work, many firms implement a rewards and recognition system (Rewards and Recognition: HR Terms Explained | Quit Genius, n.d.)<sup>viii</sup>. A well-designed incentives and recognition system can also aid in luring and keeping bright personnel, which is advantageous for the company as a whole.

According to Mr. Ernest, they offer their employees rewards of at least P500. To encourage their employees, they offer bonuses and words of affirmation. To unwind after a long day and strengthen their bonds with one another, Mr. Ernest and his employees would drink together if he stayed or slept at the business shop. When he sees that his employees are receiving tips from clients, Mr. Ernest is pleased because it shows that they are doing a good job.

## G. Employee and Labor Relations

Employee and Labor Relations helps with general management in terms of creating, preserving, and strengthening employee relationships through communication, performance management, handling grievances and/or disputes, as well as interpreting and communicating University policies. The resolution of concerns pertaining to the workplace is handled by the employee relations section for both employees and managers (Employee & Labor Relations, 2017)<sup>ix</sup>.

Mr. Ernest asserts that the connection between the owners and employees has never been close. When it comes to hiring personnel, they made the greatest choice possible because their customers need exceptional work. Moreover, they developed a friendship over time. Mr. Ernest further added that as long as work is completed on schedule and at a high standard, they are not strict on workloads. Owners give their employees the freedom to do as they like and do not compel them to stay.

## H. Health and Safety Risk Programs





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A health and safety program are a detailed action plan created to stop accidents and occupational illnesses. Safety and health programs' major objective are to prevent workplace accidents, illnesses, and fatalities as well as the pain and financial burden that these occurrences can bring on for employees, their families, and employers (Occupational Safety and Health Administration, n.d.)<sup>x</sup>. These suggested procedures acknowledge that identifying dangers and eliminating them before they cause harm or disease is a much more efficient strategy.

Mr. Ernest informed us that they do have health and safety procedures in place for their employees. This includes equipment inspection and maintenance before working on projects, a work uniform which includes gloves and masks to prevent workplace incidents as their main tools for trade include blades and paint, finally there is the buddy system where they must work in pairs to prevent or help each other in accidents during work.

## Recommendation

In this paper, we have expressed the importance of HR Manpower Plan in managing a business or any organization. For Decal Republic Bulacan, their business requires for their employees to adhere to high standards due to the delicate nature of their projects. Once hired, an employee would undergo training under strict supervision to make sure that they can perform quality work once they are assigned to a project. Each business has their own requirement for their employees, everyone wants highly skilled employees, but firms can't always have them as such, they must always invest in training to ensure that their employees are up to standard. In HR management, it is also a manager's responsibility to keep their employees motivated for work. In Decal Republic Bulacan, they gain incentives and bonus pay depending on the scale of commissions. This motivational method does ensure that each worker would try to improve their skills in order to be assigned to bigger jobs and get better rewards. Finally, there is the relationship in the workplace environment, this is one of the hardest factors to master when it comes to a business. According to Mr. Ernest, he had been acquainted with his employees before they began to work under him. From his experience it took him a year to properly stabilize the professional relationship between himself and his employees. In the





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workplace, the employer and employees must have a firm boundary when it comes to professional work. The employer must have a firm stance what it comes to dealing with his employees lest he be taken advantage of by them.

## Acknowledgement

We would like to give our sincere gratitude to our professor in Human Resource Management, Mr. Leonardo Cada Jr. who has given us guidance throughout the development of this paper. Without his guidance the completion of this paper would not have been possible.

We would also like to give our gratitude to Mr. Ernest Barbareja, who has granted us his consent (see Appendix B) for an interview regarding the Human Resource management situation and policies used by Decal Republic Bulacan. We give Mr. Ernest our outmost gratitude as without for him giving us the time for a virtual interview (see Appendix C) this paper would not have come into fruition. His willingness to lend us the knowledge relevant to our paper, specifically the inner workings of the Human Resource Department has been a great boon that which we are thankful for.





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## Appendix A.

### Decal Republic Bulacan Resource Calendar

Sun	Mon	Tue	Wed	Thu	Fri	Sat
11am 26 Hi-ace Roof	Off 27 * Filipino 6 Macapagal 11:30 AM	10am 28 Subaru Doorhandle	3pm 29 Honda jazz Bumper	1pm 30 Vios Hood	2pm 31 Lancer Grill	Apr 1 10am Wigo roof protection
1pm 2 avanza grill	Off 3 * Filipino 6 Macapagal 11:30 AM	3pm 4 Expander Hood	11am 5 Mirage Doorhandle	1pm 6 Maundy Thursday Fortuner Foglamps	4pm 7 Jazz Mags Painting	3:30pm 8 Altis Headlight Smoke film
2pm 9 Nmax Bangka	Off 10 * The Day of Valor 11:30 AM	Spresso 11 Mags Paint	2pm 12 Montero Rear grill	3pm 13 Veloz Chin	10am 14 Chevrolet Hood	11am 15 Vios Trunk
2pm 16 Ford Mags painting	Off 17 * Filipino 6 Macapagal 11:30 AM	2pm 18 Geely Roof White top	11am 19 Crv Blacktop	2pm 20 Crosswind Sidemirror	Eidul-Fitr 10am 21 Fortuner Roof protection	10am 22 Wigo Hood
1pm 23 Fortuner Mags Painting	Off 24 * Filipino 6 Macapagal 11:30 AM	1pm 25 Avanza Roof Protection	2pm 26 Civic Hood	10am 27 Mustang Hood	4pm 28 Montero Grill	2pm 29 Mazda Sideskirt
10am 30 Wigo Trunk	Labor Day 1:30 AM 31 * Filipino 6 Macapagal 11:30 AM	10am 2 Raize Roof Protection	11am 3 Raize Doorhandle	10am 4 Montero Full Chrome delete	4pm 5 Fortuner Foglamps	10am 6 Accent Roof

This Appendix contains the resource calendar provided to us by Decal Republic Bulacan. This resource calendar illustrates the schedule for the projects to be performed by Decal Republic Bulacan for the month of April 2023.



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## Appendix B.

### Consent Form

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Institute of Accounts, Business and Finance  
Business Administration Department 

Business Owner-Participant Consent Form  
Title of the Project: HR Manpower Plan

• I Ernest Barbajera agree to participate in the interviews.

• I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind.

• I have had the purpose and nature of the study explained to me by the concern students and I have had the opportunity to ask questions about the study.

• I understand that participation involves providing data and information necessary for the students to comply with their HR Manpower Plan Paper, a course requirement equivalent to Final Examination under the course Human Resource Management - MGT 1106.

• I understand that I will not benefit directly from participating in this interview.

• I agree to my interview being audio-recorded and/or pen and paper recorded.

• I understand that all information I provide for this study will be treated under the legal provision of Data Privacy Act of the Philippines.

• I understand that in any report on the results of this academic paper my identity will remain anonymous. This may be done by changing my name and disguising any details of my interview which may reveal my identity or the identity of the people I speak about.

• I understand that any material data or information from my interview may be quoted in dissertation, thesis, conference presentation, published papers etc.

• I understand that signed consent forms, original audio recordings and written recordings will be retained in physical and online storage facilities such as websites and internet archives.

• I understand that under freedom of information I am entitled to access the information I have provided at any time while it is in storage as specified above.

• I understand that I am free to contact any of the students involved in the interview to seek further clarification and information.

Name and signature of business-owner participant: Ernest Barbajera

Date: 25/04/2023

Names and signatures of students: 1. RESTY J. TAMARAW JR. 2. \_\_\_\_\_  
3. GARCIA JEROME B. 4. \_\_\_\_\_  
5. \_\_\_\_\_

Date: 25/04/2023

This Appendix shows the image of the Consent Form with the name and signature from Mr. Ernest Barbajera and the interviewers.





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## Appendix C.

### Screenshot of Virtual Interview



This Appendix shows the screenshot taken from the virtual interview we have conducted with Mr. Ernest Barbajera.

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## Appendix D.

### Business Permits of Decal Republic Bulacan



This Appendix shows the image containing the various business permits of Decal Republic Bulacan. These permits include a Business Registration Permit, a DTI Permit, a Mayor's Permit, a Sanitary Permit to Operate, a Barangay Clearance for Business Permit, and a BIR Permit.



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<sup>vii</sup> Pernicek, T. (2021, January 26). What is a Performance Review [Definition]: Types of Performance Reviews. What Is a Performance Review [Definition]: Types of Performance Reviews. <https://www.quantumworkplace.com/future-of-work/what-is-a-performance-review>

<sup>viii</sup> Rewards and Recognition: HR Terms Explained | Quit Genius. (n.d.). Rewards and Recognition: HR Terms Explained | Quit Genius.  
<https://www.quitgenius.com/hr-glossary/rewards-and-recognition#:~:text=Rewards%20and%20recognition%20are%20important,words%20of%20appreciation%20or%20awards>

<sup>ix</sup> Employee & Labor Relations. (2017, November 28). Human Resources - Employee & Labor Relations. <https://hr.ucdavis.edu/departments/elr>

<sup>x</sup> Occupational Safety and Health Administration. (n.d.). *A Safe Workplace is Sound Business*. OSHA. <https://www.osha.gov/safety-management>